

Date: October 30, 2024

105.45 MEDIA CONTENT MANAGER

FLSA STATUS: Non-exempt

REPORTS TO: Township Administrator

STATEMENT OF JOB

Under the direction of the Township Administrator, the Media Content Manager's primary responsibility is to maintain all information on all marketing platforms

DUTIES AND RESPONSIBILITIES

- Ensure all marketing platforms are in compliance with Copley Township's Media Guidelines maintaining the Township website as the official location for content regarding Township business, services and events
- Review the social media platforms on a consistent and routine basis to ensure they are updated and information is being posted in a timely manner with comments consistently monitored
- Consider all opportunities for new social media platforms as they arise; verify compatibility with Township's network through IT Department; present information for Trustee approval and, once approved, establish a Township account
- Promote Township's presence on socialmedia platforms through press releases, quarterly newsletter and printed material
- Measure the performance of social media networking using website analytics, tracking the number of followers and subscribers to the platforms, polls, surveys, etc.
- Conduct bi-annual audits of Township's social media platforms to determine their return on investment
- Remove inappropriate content determined to be in violation of one or more of the standards enumerated in the Media Guidelines
- Review and add content to individual Township departments' social media platforms
- Maintain an archive of all information posted to the site consistent with the Township's Record Retention Schedule
- Create quarterly Township newsletter
- Create annual Township magazine
- Provide support for Township Administrator as needed.
- Answer incoming calls and greet Town Hall visitors

KNOWLEDGE, SKILLS AND ABILITIES

- Computer proficiency in all Microsoft Office programs, In-Design Products, Adobe Products
- Proficiency in all social media platforms

EDUCATION

- High school diploma or GED.

LICENSE OR CERTIFICATION

- NIMS Certification (training will be provided).
- Certification in Graphic Design

These requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required of the job. To perform the job successfully, an individual must be able to perform the essential functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.